

## SAY SEARS-ROEBUCK INFRINGES ON CLOCK CO. NAME

Ad men, fellows who write ads and buy newspaper and billboard space with cash for clients, are watching and waiting to see what the United States patent office will do with an action filed by the Western Clock Co. against Sears-Roeback & Co.

"Big Ben," the most widely advertised alarm clock ever stuck in the front window of jewelry stores, is made by the Western Clock Co.

Over \$1,000,000 of round iron men, cool and ready cash, has been paid out by clockmakers to impress the name "Big Ben" on the memories of clock-buyers. In nearly all this advertising the company has added a little pet nickname to "Big Ben," printing in smaller type the nickname of "The National Call" and "The National Alarm."

Well now, after the makers of "Big Ben" have peddled a fortune in cold cash among the newspapers and billboard men, along come Sears-Roeback & Co. with an alarm clock registered and sold under the name of "The National Call." By taking this nickname, Sears-Roeback & Co. will sell a lot more clocks and clean up bigger clock profits, but the sales and the profits will be dishonest, according to the Western Clock Co. argument to the patent office in Washington.

"This trick in trade is not the first of its kind that has been worked by Sears-Roeback & Co.," said a copy writer for a big Chicago agency. "In business ethics it is on a par with the methods of slickers who sell just-as-good articles with glib tongues on street corners."

"The million dollars which the Western Clock Co. has spent to gain good-will for its product is in part confiscated by Sears-Roeback when that mail order house employs a nickname featured in all advertising of Big Ben."

"The Coca Cola Co. has started

action in the patent office against rival companies who are putting out drinks like Coca Cola, but named Chera Cola and Carbo Cola.

"In recent decisions by Ass't Com'r of Patents Newton, the foremost trade-mark authority in the U. S. patent office, publishers using book titles clearly imitations of recent big successes got the worst of it. It may be a good while before a decision comes in the present cases, but when it does come the belief is that Sears-Roeback & Co. will be found guilty of unfair competition and forced to change their policy of naming their articles after proven successes on the market."

## WAS SUICIDE, SAYS CORONER

Coroner Hocman today decided that tragic death of Mrs. Aurora Johnstone was suicide. Woman found stabbed to death in alley in rear of home.

Police say she crawled into passageway, stripped self to waist and plunged knife into her breast nine times before blade found her heart.

Unfortunate love affair blamed for suicide by relatives, who say she had threatened to slay herself for months. Their statements dispelled murder theories.

## TELEGRAPH BRIEFS

London. — Lieut. Ernest Shackleton, noted Antarctic explorer, has returned from latest dash toward south pole, according to dispatches from Sydney, New South Wales.

Washington. — House decided to name committee of five to pass judgment on bitter speech of Rep. "Cyclone" Davis of Texas, inserted in congressional record. May be expunged.

New York. — \$750,000 will go to Europe through Red Cross and other agencies as result of German bazaar at Madison Square Garden, given for benefit of war sufferers in Germany, Austro-Hungary and allied countries.